Assignment: Data Analytics Case (Presentation)
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Course: *BUS 312*
Title: *Data Literacy for Business* (3 units)

"Above all else, show the data."
---*Edward Tufte (1942-)*

Goal

The purposes of this assignment are as follows:
- To analyze data with breadth and depth
- To identify one or more important business or organizational issues with this data
- To draw out ethical issues of importance related to this data
- To use skills, knowledge, abilities from this course and prior courses
- To make actionable recommendations to overcome obstacles and leverage opportunities
- To continuously improve the practice of presentations in substantive business contexts

Instructions

In general, your task is to give a professional-level presentation related to the case analysis that your team did with this data and generate a presentation deliverable. Each person in each team must contribute both to the presentation design and to the presentation itself.

The presentations in BUS 312 are complex and detailed. It is not possible to give a case presentation in BUS 312 without the use of a presentation tool such as Powerpoint.

There is no single "best" way to generate a presentation deliverable; however, there are common practices that aid both the presenter and the audience. The purpose of this document is to enumerate the minimal requirements for all presentation assignments in this course. Students will lose points for not following each of the instructions below. Students that are stronger presenters have learned to allocate sufficient time (both lead time and re- writing time) to deliver quality work deliverables. At a minimum, quality work simply means "no sloppy errors."

Deliverable

The presentation deliverable must be printed and delivered to the instructor at the beginning of class on the due date. Color is preferred but Black and White is acceptable. Single-sided print is preferred but double-sided print is acceptable. The printout to the instructor must have either 1

slide per page or 2 slides per page. In Powerpoint, this is accomplished by selecting "File | Print | Settings | Handouts", and finally, selecting "1 Slide" or "2 Slides".

The presentation deliverable must also be submitted electronically in Canvas no later than 1 hour before the beginning of class on the day of the team's presentation. The due date is listed on the course outline. Before that due date, there should be enough time in or out of class to go over any questions you may have.

All text on each printed page should be readable. There should be no areas on any page where the ink or the toner is poor or uneven.

Scoring

There will be 100 points allocated for breadth and depth of content. There will be 100 points allocated for presentation technique as well.

Content Elements

The content elements for the presentation are similar to the content elements for the written. The main differences are 1), you have the opportunity to elaborate on the content elements that your team believes is of importance to a business audience, and 2), you need carefully decide which elements benefit from detail and which elements benefit from summarization. Practice with both these differences is important for a business professional. In particular, summarizing (or "levels of abstraction", if you will) your written work well in a team-based, time-restricted presentation is harder than you might think.

Opening Slide

Each printed presentation must have an opening (i.e., the first) slide. There is no single "one" format for this slide; in fact, some teams may choose a more professional format and some teams may choose a more creative format. Either is acceptable, as long as the following information is clearly identifiable—team number (and team name, if applicable), all of the team members (with the last name underlined), class # (or day/time identification), case name, and due date. The cover slide must not have a slide number. The opening slide is like a "cover page" for the written.

Important: If a team member did no work on the presentation then next to her/his name write "(student did no work)". That student will receive a score of zero on both the content elements and presentation elements of the presentation. If a student did weak work on the presentation then next to her/his name write "(student did weak work)". This student will receive a score no higher than 50% of the team's presentation score on both the content elements and presentation elements.

Layout

Each slide, excluding the first slide, must have a slide number. Vertically, this slide number can be in either the "header" (near the top) or in the "footer" (or near the bottom) of each slide. Horizontally, this slide number must be either in the center of the slide or on the right-side of the slide. Slide numbers are important because individuals in the audience are taking notes and need the slide numbers as a reference. Learn how to use the "Master Slide" feature of Powerpoint to help with such requirements.

Presentation Elements

The following provides more information on each of the specific presentation details listed in the presentation scoring rubric.

Time Management

The presentation offers each team the time necessary to cover the breadth and depth of the data analysis. Additionally, each student is to speak for no less than a minimum of two minutes; this minimum can be across more than one speaking segment. This offers each student an opportunity to demonstrate her or his oral presentation skills in a professional context.

Important: The presentation must be no less than 25 minutes and no more than 30 minutes.

Team Collaboration

This is a "team" presentation, not a disjointed set of "individual" presentations. One part of a good collaboration is good *segues*. A segue means a transition between presenters. Each presenter should introduce the *next* presenter by name and identify the topic of the next presenter's topic. Clear segues not only demonstrate practice and collaboration but more important it helps the audience follow along. The presentation team knows the material well, but the audience likely does not. Practice by the presentation team demonstrates that the presentation team genuinely cares about the audience.

Another aspect of team collaboration is that each presenter knows the overall aspects of all of the other presenters' topics. This demonstrates an integration of material and offers the opportunity for presenters to link ideas from one part of the presentation to another part of the presentation as needed. It also provides critical backup in case a member can't attend the presentation due to an unforeseen emergency.

Important: Each team member needs to allocate sufficient time in her or his schedule to practice both individually and collaboratively.

Platform Skills

Each presenter should have poise and confidence. No note cards or cueing artifacts are to be used. Voice projection and volume should be sufficient; students will need to speak somewhat

louder than a typical conversational level because everyone in the room needs to hear the presenter. The instructor should not have to remind a team more than once to "speak up".

Each presenter needs to remember to smile. This is important in business presentations. The instructor should not have to remind a presenter more than once to smile.

Each presenter needs to make eye contact with everyone in the room. This requires some practice. Despite our Internet-enabled world, eye contact is the way a presenter leads a listener to think or do something important, especially in a management context. Each presenter needs to use her or his hands correctly to assist in the presentation; ensure that your hands are not in your pocket(s). The instructor should not have to remind a presenter more than once to make eye contact with everyone and keep her/his hands out of her/his pockets.

Presentation Technology Skills

Make sure the presentation has good color contrast. Each element on the screen needs to be able to be seen clearly and read without any ambiguity.

Important: Do not use foreground and background colors that are too "close to each other" such as Green and Yellow, Red and Orange, or Black and Blue.

Make sure the typography and aesthetic design choices are consistent. Again, this is a team-level presentation not a conglomerate of individual-level, idiosyncratic choices. In written deliverables, we use serif-based typefaces such as Times Roman (this text) or Cambria because they are generally easier to read across a printed page. However, in presentations, we use sans-serif typefaces because they are easier to see at a distance. For your presentation, choose one or two sans-serif typeface families such as Arial or Corbel. You should use a mono-spaced typeface such as Consolas or Courier for numbers because then all the numbers will line up.

Important: Do not use more than <u>five</u> different typefaces.

Be thoughtful about consistent typesizes as well. This is probably the most common error on presentations—that is, the typesizes are too small to be read by someone in the back of the room. The only way to do this correctly is to test it in the room ahead of time. A typesize less than 14 point probably can't be read. If necessary, just split the slide up into two slides and go "back and forth" in the presentation if needed.

Important: Do not use more than <u>five</u> different typesizes.

Aesthetics as well as content matters, especially in a management, organizational, or business context. Use bold, italics, and underline as needed for emphasis; visual emphasis on the screen can be aligned with aural (oral) emphasis by the presenter.

Composition

Although a presentation artifact is less formal than a written artifact, striving for good composition still matters. Use all of the Sentence, Paragraph, Argument, and Style components as needed—just as you did for the written—but at a minimum, ensure there are no language use, grammar, and mechanical errors in the presentation deliverable. This is one part of a team's due diligence and professional influence.

Important: Just as you did with your written, allow time to double-check your work well in advance of your presentation day.